

Search Notes (continued)

Application/Control No.

09/922,348

Examiner

Carolyn F. Fleary

Applicant(s)/Patent under
Reexamination

BORGER ET AL.

Art Unit

2152

SEARCHED

Class	Subclass	Date	Examiner
345	727	11/24/2004	CFF
704	270	11/24/2004	CFF
709	218	11/24/2004	CFF
709	246	11/24/2004	CFF
704	260	11/24/2004	CFF
705	10	11/24/2004	CFF

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
Consulted Examiner A. Lezak regarding advertising playback and access counts	11/24/2004	CFF
Consulted Examiner P. Stantos regarding clickthrough and tracking of user activity.	11/24/2004	CFF
Consulted Examiner Dinh regarding primary and secondary references.	12/6/2004	CFF